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Wednesday  
November 13, 1991  
Volume 5,  
Number 5



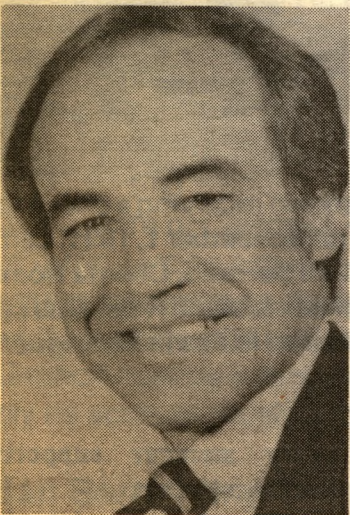
INLAND EMPIRE

# HISPANIC NEW

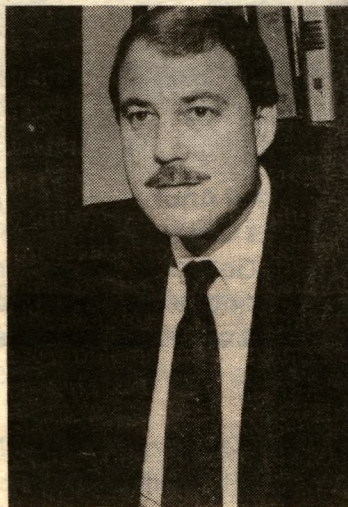
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## Endorsed Candidates Win Elections



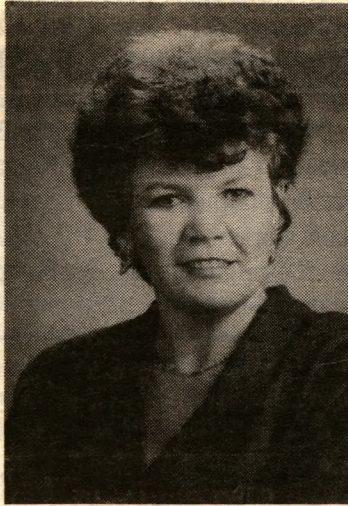
**Joe Baca**  
S.B. Community College Dist.  
Board Trustee



**Donald R. Alvarez**  
Colton Joint Unified  
Trustee, Area 3



**Maria Lopez-Carson**  
Colton Joint Unified  
Trustee, Area 1



**Phyllis V. (Urioste) Zimmerman**  
Colton Joint Unified  
Trustee, Area 1

## School Election Commentary

The San Bernardino County's elections on November 5th ousted a large number of incumbents and elected newcomers to various elective posts on school, water, city council and park districts.

Locally, the major election involved San Bernardino Community college District where Measure L, a \$60 million bond measure was defeated with 48% yes and 52% no votes. A bond measure is required to receive a 2/3 vote.

The other important college district election was the Board of Trustees where incumbents Charles Beeman, Joe Baca and Allen Gresham were returned to

serve an additional term of four years. Also elected to the Board is newcomer Carleton Lockwood, Jr. Mr. Baca, a trustee on the College Board since 1979, became one of the highest vote-getters in the County of San Bernardino. He received 19,334 votes or 16% of the total returns.

In a prepared statement, Mr. Baca stated, "I sincerely thank the people for their vote of confidence and allowing me to serve the District for another term of office. I was spiritually moved by the strong support and encouragement that I received from every sector of our

**Continued on page 6**

## I.S.J Fund Raiser Reception Set

The Institute for Social Justice (ISJ) Board of Directors has organized a fund-raising reception on Thursday, November 14, 1991, starting at 5:30 P.M., at La Casita Cafe, 385 N. "E" Street, San Bernardino, CA. Wine and hors d'oeuvres will be provided with a "no host bar". Entertainment by Joe Casado Group, featuring singer Ella Faulk.

tional non-profit group which has been actively involved in Inland Empire for two decades. The goals of the group are to address the critical issues affecting the Hispanic and Black populations. The group has been responsible for planning and implementing positive

programs that directly impact the respective communities.

Mel Albiso, ISJ Board of Directors Chairperson, stated, "the ISJ is implementing new programs in the community and it is critically important that additional funding be allocated to these programs. In the past, community groups and individuals in the Inland Empire have benefited from ISJ's participation throughout these many years. The board is hoping that the total community is responsive to our efforts in raising funds for ISJ."

Direct donations will be requested at the reception. Persons wishing further information may call (714) 888-0207.

## Ruben Gonzales named S.B. Co. Affirmative Action Officer

San Bernardino County's Board of Supervisors announced the appointment of Ruben Gonzales as the new County's Affirmative Action Officer, a position vacated by Jess Bracy who retired on a disability. Mr. Gonzales officially began his duties on November 4th, 1991.

Mr. Gonzales attended Garfield Elementary School, Colton Junior High School and Colton High School, graduating in 1961. He received his AA on Foreign Languages at San Bernardino Valley College in 1966. His Army service extended from 1966 to 1969, with one year in the Vietnam Theatre, receiving the Army Commendation Medal, Vietnam Service and Campaign Medals. In 1972, he received his BA in

Sociology from Cal-State, San Bernardino. Additional education includes extended classes at UCLA. His professional licenses are Adult Education, Designated Lifetime Teaching Credential, Vocational Education Credential. He is bilingual, with proficiency in Spanish.

Working for the California Department of Corrections from 1970 (meanwhile attending Cal-State on a full-time basis) to 1978, he began as a correctional officer, promoted to sergeant and later as a lieutenant. In 1978, he was a Consultant II with the California Department of Fair Employment and Housing until 1984. He was Equal Employment Op-

**Continued on Page 8**



**Ruben Gonzales, S. B. County Affirmative Action Officer**



## News from Congressman George Brown "Hire a Veteran Week" Nov. 10 through Nov. 16th

Rep. George E. Brown, Jr. (San Bernardino, Ontario, Riverside) announced today that national "Hire A Veteran Week" will begin on Sunday, November 10 and run through Saturday, November 16. Brown introduced the bill creating "Hire A Veteran Week" in the House, and it was approved by a majority in the House and Senate on November 1.

"I think that an effort to publicize veterans employment needs and programs is especially appropriate this Veterans' Day during this time of high unemployment and economic recession," Brown said. "The unemployment situation is rough in the Inland Empire and throughout the nation. It's especially rough for the veterans of our Armed Forces because some employers don't realize how a veterans' military experience translates into civilian job skills. Over 600,000 veterans are unemployed across America. That's nearly 10 percent of total unemployment."

"The purpose of the resolution," Brown said, "is to make the public and employers aware of the solid job-related skills that veterans have and of the programs that exist to help employers hire veterans. The President is expected

to issue a White House proclamation early next week. And, the National Football League has agreed to run announcements on their stadium message boards nationwide."

Brown credits an Inland Empire citizen-lobbyist, Mr. Bill Baker of Mira Loma, for being a driving force in getting the "Hire A Veteran Week" bill passed Congress. "Bill flew here to Washington two weeks ago on his own time and money and joined my staff in calling every Congressional office urging each representative to support this bill," Brown said. "Bill really wanted this commemorative legislation to pass and his efforts have paid off. His effort is really a positive example of how an individual citizen can set his mind on something and make things happen in government."

Brown was a recipient of a 1990 Special Recognition Award from the Vietnam Veterans of America, which has an Inland Empire chapter based in Riverside.

As part of his efforts to publicize "Hire A Veteran Week," Brown will be sending television and radio spots to stations throughout Southern California over the Veterans' Day weekend.

## GENTS ORGANIZATION

### Local family aided in family tragedy



The sisters of Andrea Negrete are shown receiving a check for \$1700 at the Gents Organization meeting on November 1, 1991. Left to right are Evelyn Gonzalez, Rosa Perez, Mini Serrano, Chenta Romero and Frances Sandoval. Presenting the check is Mario Rios, club sergeant-at-arms and observing the presentation is Frank Rodriguez, group president.

The Gents Organization, at its November 1, 1991 meeting, presented a \$1700 check to the family of Andrea Negrete. The Negrete family was involved in a tragic accident in which two family members were killed, the mother was injured and had been in a coma, however, she is slowly recovering.

The donation was a result of a menudo breakfast fundraiser held at the VFW Post 6476, Colton on October 13th, 1991. The communities of San Bernardino and Colton cooperated in supporting the fundraiser. Numerous Gents members worked diligently throughout the previous night in planning and preparing the menudo and breakfast, with

every member supporting the fundraising effort.

Mike, Santos and Jessie Favela, brothers of Andrea Negrete, are charter members of the Gents Organization and have been actively involved since the reformation of the group.

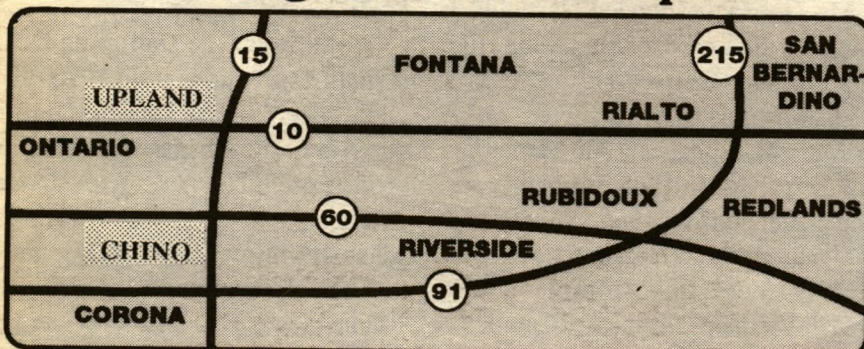
The Gents Organization was composed of gang members in the San Bernardino area during the 50's and later disbanding. Reuniting as a social group in 1973, the group has gained a reputation for working with youth in the community. The fundraising efforts for numerous causes, benefits, non-profit organizations and individual in need, in addition to scholarship awards (which to date has exceeded \$75,000), has been recognized throughout the Inland Empire. Individual members have been identified as giving personal support to other members in need.

In 1986, CBS Channel 2 presented a program in which the group was recognized as "Home Town Heroes."

Congressman George Brown, 36th Congressional District, recently recognized the community-based service group by documenting its community efforts and saluting their deeds with an insertion in the Congressional Record!

The group has volunteered to cater the lunch at the Knights of Columbus Hall in Colton for students that will participate in government day at the Colton High School on November 15, 1991.

## Pierce Brothers MORTUARIES and CEMETERIES Serving the Inland Empire



For mortuary, cemetery, or cremation service, all arrangements can be made at one neighborhood location.

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## Inland Empire HISPANIC NEWS

The Inland Empire Hispanic News is owned and operated by the Hispanic Communication and Development Corporation.

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**Christine Bernard  
is  
Miss GIEFA**

The Greater Inland Empire Filipino Association (GIEFA) held its 6th Annual Ball and MISS GIEFA 1991-91 Coronation Night at the Red Lion Inn in Ontario on October 26, 1991. Selected as MISS GIEFA was Christine Bernard, 16, daughter of Mr. Thomas and Mrs. Zeny Bernard of San Bernardino and a junior at San Geronimo High School.



**Fontana Hispanic Chamber of Commerce  
Installation & Mixer**



The Fontana Hispanic Chamber of Commerce held its first installation of officers on November 2, 1991 at Salvatore's Restaurant, Fontana. Pictured above (L to R) are Mayor William Kragness of Fontana, installation officer, Anastacio Lozada, president, Juan Zavala, sergeant-at-arms, Humberto Magallanes, director, Jorge Gomez, vice-president, Alfredo Gonzalez, director, Alicia Gomez, secretary, Francisca Padilla, treasurer.



The Bank of America, Sierra and Arrow Branch, Fontana, was host for the monthly mixer of the Fontana Hispanic Chamber of Commerce on October 28th where approximately 90 guests attended. Pictured above (left to right) are Mike Ocacio, Bank of America Manager, Rialto Branch, Jerry Cotton, De Adrienne Rystad, financial service representatives and Paul Finazzo, loan officer.

**Scout Troop Honored at Kiwanis Meeting**



The Kiwanis Club of Greater San Bernardino was the occasion of two ceremonies at a recent Tuesday morning meeting. The Inland Empire Future Leaders, under the direction of Dr. Tom Rivera, Cal State, San Bernardino, was the recipient of \$1000 donation by the Kaiser Hospital. The Abraham Lincoln Boys Scout Troop 111 from Lincoln Elementary School received \$350 from Ray Abril, Sr., well-known Colton resident and former scoutmaster of Troop #45, and \$350 from Kiwanis Club of Greater San Bernardino, to purchase boy scout equipment. Pictured at rear (l to r) is Ray Abril, Sr., Kathy Flynn, Kiwanis Club president, Susan Caulk, Public Affairs Administrator, Kaiser Hospital, Ladd Biggs, Troop 111 Scoutmaster. From (l to r) Carlos Godoy, Glenn Valencia, Dr. Tom Rivera, Paul Taman, Hector Tamayo.

**iAY! BUD DRY**



**iATREVETE!**

Anheuser-Busch  
San Bernardino - Riverside



Wednesday, November 13, 1991

## Colton High School Students Establish "Drug Free Zone"

Students at Colton High School are making a stand against drugs by establishing their campus as a Drug Free Zone.

The project, which is taking hold across the nation, enables students to feel comfortable on their "turf," said teacher and project adviser John Fisher.

"The potential for drug related activity in this age group is great. That's what prompted the formation of the Drug Free Zone," he said.

The student-to-student movement was launched last year with an assembly. The presentation encouraged students to sign pledge cards as a commitment to making the campus drug free, ASB President Rosa Salazar said. Students who pledged are eligible to win prizes.

"Twenty percent of the freshmen, 24 percent of the sophomores, 29 percent of the juniors and 26 percent of the seniors have made that commitment. Our goal is to start small and grow bigger. We want to reward any dedication to the project," she said.

Fund raisers of DFZ stickers, magnets and key chains have helped pay for prizes, but the project would appreciate any community donations, such as gift certificates, movie tickets and other in-kind prizes. "The prizes reward students for doing the right thing now, rather than be punitive later," Fisher said.

Senior Malik Stalbert is planning two more assemblies this year. The next assembly on November 26 will encourage more students to support the zone.

The project received a further shot in the arm when 130 students involved in the Drug Free Zone visited advisement classes during Red Ribbon Week to spread the word about the project.

Also on the agenda for the year are presentations at junior high schools with dancing, prizes and role modeling of drug free life-styles. Students are considering adapting the program for elementary schools that are interested.

Colton High's Drug Free Zone has sent information to 14 other California high schools, including Cajon High and Alta Loma High, to help them form their own zones. They also have sent project information to schools in Kansas and Texas.

The California Office of the Attorney General encourages schools and neighborhoods with Drug Free Zones to involve law enforcement agencies.

Fisher and students plan to ask the Colton Police Department for guidelines to implement the program most effectively.

California law supports strict penalties for controlled substance violations within 1,000 feet of school grounds, said Colton Police Department Crime Prevention Officer Barbara Bratton.

"The Juvenile Drug Trafficking and Schoolyard Act of 1988 states that any person 18 years or older who is convicted of a violation involving a controlled substance on school grounds or within 1,000 feet of school grounds may have three, four or five years added to their sentence," she said.

### Personal Profile

## Alicia Marquez "Earned it the hard way"



Nowadays, women have been able to achieve a place in every existing profession that is available to the opposite sex and this holds true for Alicia Marquez. After working into her ninth year, Ms. Marques was appointed manager of Pierce Brothers-Grimes Mortuary, Corona, in May, 1991!

The 34 year old, long-time resident of Corona "earned it the hard way" as the saying goes. "In April 1983 my grandmother passed away and I had to make the funeral arrangements at the (then) Grimes Mortuary. I later returned to the mortuary and Mr. Grimes offered me a job as receptionist. I didn't think I could work for a mortuary, but I felt that I should give it a try."

After working for a couple of years, Ms. Marquez was later promoted to counselor. "I felt that being in this position, I could help people in their time of need and make things a lot easier and comforting as possible."

In the interim, Grimes Mortuary Funeral Home merged with Pierce Brothers Mortuaries in September 1986. Pierce Brothers-Grimes Funeral Home

provides full services and future planning.

The Family came to Corona in 1965 from Mexico. Her father died in 1983, her mother still residing in Corona. The oldest of eight children, Ms. Marquez attended the local schools, graduating from Corona High School in 1976 and later attending Chaffey College, where she majored in business administration.

She has been married to Mr. Marquez for thirteen years and the couple have two daughters, Erica and Cristina.

Ms. Marquez, a notary public, is involved in her community. The family is a member of St. Edwards Catholic Church. She is a member of the Hispanic Chamber of Commerce and also a member of the Cinco de Mayo Committee of the Corona Chamber of Commerce.

"When I was growing up, I enjoyed meeting and helping people. I am still helping people. They remember my help and thank me. This is the greatest reward that I can have."

## Home Again Project Dedicated to Ending Homelessness

"I am totally committed to the idea of ending homelessness by the end of the century," declares Bob Hammond, newly appointed Executive Director of Home Again Project, a multi-agency effort dedicated to helping homeless families reestablish their lives.

According to Hammond, "Homelessness is a multi-faceted problem, requiring multi-faceted solutions. We've got to join together and get creative if we really want to see an end to this problem. The only limitations are the ones we acknowledge."

A long-time advocate for low-income and homeless people, Hammond formerly served as Community Liaison Representative for the Riverside County Department of Community Action and

### Ontario H.C of C Christmas Drive

The Ontario Hispanic Chamber of Commerce has announced its plans to start a toys and food drive for the Annual Children's Christmas Program. The Program is co-sponsored by the City of Ontario Recreation Department and KNSE Radio 15.

The Hispanic Chamber of Commerce was organized in 1990 and has promoted several events: the 16th de Septiembre celebration on Euclid Avenue in Ontario and numerous business mixers. The Chamber is currently recruiting members.

The Christmas drive ends on December 9, 1991. Persons wishing information for depositing toys and food may call at (714) 467-9814.

as Homeless Legal Advocate for Inland Counties Legal Services in San Bernardino. He has also worked as a substance abuse counselor, employment specialist and director of a men's halfway house.

Hammond is the author of several popular books on consumer credit including, "Credit Secrets: How to Erase Bad Credit" (Paladin Press, 1989) and "How to Beat the Credit Bureaus: The Insider's Guide to Consumer Credit" (Paladin Press, 1990). He is a staff writer for a local cable television program called, "Taking Care of Business: and also writes a monthly column for Main Performance Magazine.

After completing his studies in Psychology at Regents College, Hammond took a course in screenwriting at the Hollywood Scriptwriting Institute. He is currently working on a documentary about drug addiction and homelessness.

The Home Again Project is located at 612 Lawton Street in Redlands, California. It is the result of concerted efforts by local agencies including Family Service Association of Redlands, House of Neighborly Service, United Way of Redlands Homeless Task Force, City of Redlands, and County of San Bernardino Community Services Department. As a non-profit organization, the Project relies heavily on volunteers and private contributions.

For further information, write: Home Again Project, P.O. Box 297, Redlands, CA 92374 or call (714) 792-9626.



Dick Williams, Sheriff

## Do You Want To Be A Deputy Sheriff?

San Bernardino County Sheriff's Department is looking for qualified men and women who are interested in joining the fastest growing law enforcement agency.

The residents of the largest county in the United States DEPEND on us to provide the finest in law enforcement. Join the more than 1500 men and women who have made a career with the San Bernardino county Sheriff's Department.

The Sheriff's Department Group conducts group testing quarterly. At that time applications are taken. The next test is to be announced. For more information contact the Job Hotline of the County's Resources Department at (714) 387-5611.

For more information, contact:

**San Bernardino County Sheriff's Dept.**  
**(714) 387-3750**

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# If you receive government checks, you need Basic Checking.

Basic Checking is a special checking account for people receiving assistance from the following government programs:

- Supplemental Security Income (Federal)
- Social Security
- Aid to Families with Dependent Children (AFDC)
- Women, Infants and Children (State program)
- California unemployment
- General Relief

Basic Checking provides a safe place for your money...and provides you with valuable banking services:

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checks and stores copies of them for you for seven years.

- Telephone our 24-hour Customer Service Center anytime to verify account balances, request a copy of a canceled check or take advantage of more than 40 other banking services.

The initial deposit is \$25 and the monthly service charge is just \$4 when you maintain an average daily balance of \$25 in the account.\* It's safe. Writing checks is much safer than carrying cash. And you won't have to buy money orders or pay to have your benefit checks cashed. What's more, you always have proof of payment with Basic Checking.

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Come in soon. Bring your next benefit check to one of our convenient branches listed below. Protect your money with Basic Checking.



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8491 Sierra Avenue  
Fontana 92335

10048 S. Sierra Avenue  
Fontana 92335

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Indio 92201

6370 Van Buren Blvd.  
Riverside 92503

\*If more than 10 checks are paid or more than 2 in-branch or by mail deposits are made or the average balance falls below \$25 at any time during the statement cycle, the service charge is \$7.50 for the statement cycle.



Wednesday, November 13, 1991

**ELECTIONS -Cont.**

community. I will continue to serve all segments of the community in an equal and fair manner, providing the leadership and guidelines for education of our children into the 21st Century."

Another upset occurred in the Colton Unified School District. Longtime board member Ruth Harris was defeated when housewife Maria Lopez-Carson received a 34% and incumbent Phyllis Urioste Zimmerman received 26% of the District's vote for area 1, which is the Bloomington portion of the District.

In a telephone interview Ms. Lopez-

Carson said, "I thank every person who supported and voted for me. My door will always be open to parents, teachers and community. My goal is to encourage parents to be more involved in their children's education. I will also strive to have the school administration be involved with the community and working together for the education of our children."

Phyllis Zimmerman was unavailable to comment on her election at press time.

Don Alvarez, an attorney, garnered a greater vote by an upsetting 63% of the vote against incumbent Wendy Curran in area 3 (Grand Terrace por-

tion). Mr. Alvarez said, "I want to take this opportunity to thank the voters for their support on behalf of my candidacy. I was surprisingly elated with the voter turnout. During my term of office, I will be working with the superintendent to develop curriculum that will enhance the performance of students at every grade level. I would like to promote the network of counselors at the middle and high school level in order to accelerate students into higher education, not only the higher 5 or 10 percent, but all students. Another area of concern is the current dropout rate. I would like to see a program that identifies that potential group and develop support

services. Finally, I feel a need to lobby our legislators to insure their financial commitment to the educational system which, at the present time, has diminished from the state level.

Candidates in the Colton School district are required to reside in the areas which they have declared to run, however, voting is district-wide.

**Cal State S.B.****Enrollment Increases**

The official fall quarter enrollment at California State University, San Bernardino is 12,571, representing a 5.03 percent increase over last fall's figure of 11,939, reports Dr. Juan Gonzalez, interim vice president for student services. The figure was tallied on Oct. 16, which was the final date to drop classes for the fall quarter. This fall's average student courseload is 10.86 units.

Cal State's full-time equivalent (FTE) enrollment of 9,105.1 is a 7.25 percent increase over last year's fall FTE enrollment of 8,444.6. The FTE count represents a formula that converts all student courseloads into full-time proportions.

"It's very encouraging to be able to serve the needs of our growing region," says Gonzalez. "I'm pleased that we were able to meet this year's enrollment target. This indicates that the institution worked as a team to meet the needs of our students."

**Pre-natal care**

available for low income expectant mothers

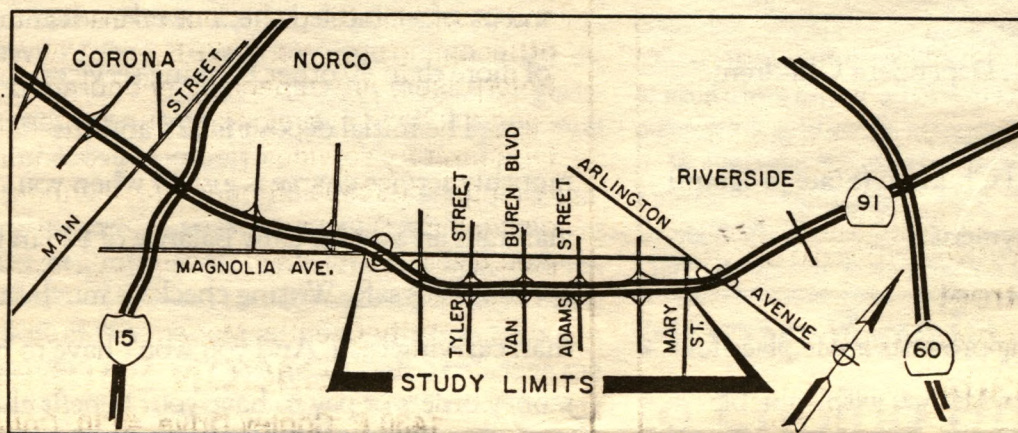
Comprehensive prenatal care services for low-income pregnant women residing in San Bernardino County are now available at seven clinic locations in San Bernardino, Fontana, Ontario, Chino, Redlands, Victorville, and Needles. The San Bernardino County Maternal Health Program targets low income women who may encounter financial or other significant barriers to receiving the medical care they need during their pregnancy. Services include physical exams, lab tests, vitamins and iron supplements; nutrition, health education, and social services; and other referrals. Prenatal care services are affordable and no one is turned away. Medi-Cal, medical insurance and private pay are accepted for payment.

It is important that all pregnant women receive good medical care during their pregnancy which will help them to have a healthy baby and a safe pregnancy. For help in locating prenatal care services in your area and for information on Medi-Cal, please call the toll free San Bernardino County Prenatal Care Referral Line 1-800-227-3034. Information is also provided in Spanish.

**Register to Vote**

## PUBLIC NOTICE

### Notice of Public Scoping Meeting Improvements to State Route 91

**WHAT'S BEING PLANNED?**

The California Department of Transportation (Caltrans), in a collaborative effort with the Riverside County Transportation Commission (RCTC) is conducting studies to investigate the effects of adding an additional lane in each direction to State Route 91 from Magnolia Avenue to Mary Street in the City of Riverside, a distance of about 6.6 miles. The purpose of the project is to provide transportation improvements by adding two lanes within the median of the existing freeway. The studies will involve the preparation of preliminary engineering plans, a Project Report, and an Environmental Document. The study limits are illustrated on the map above.

**WHY THIS NOTICE?**

A Preliminary Environmental Significance Checklist has been prepared and it has been determined that an Initial Study will be required. This notice is to inform you that a Public Scoping Meeting will be held and to invite your participation.

**WHY HAVE THIS MEETING?**

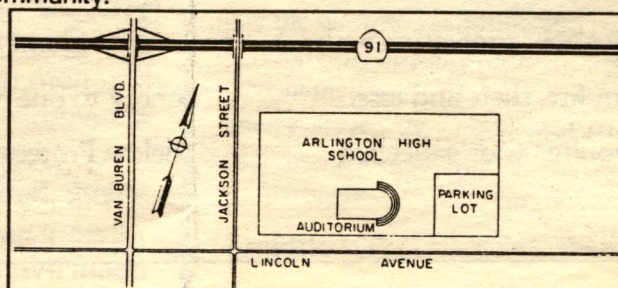
The purpose of the Scoping Meeting is to identify and discuss engineering and environmental issues. The public's input will help to identify these issues. The Scoping Meeting is the beginning of the environmental review process and it is an important way of collecting information about the project and determining the project's effects on the community.

**WHERE AND WHEN**

**Date:** Wednesday, November 20, 1991

**Time:** 6:30 - 7:00 p.m. Open House  
7:00 - 8:00 p.m. Formal Presentation  
8:00 - 9:00 p.m. Questions & Answers

**Place:** Arlington High School Auditorium  
2951 Jackson Street  
Riverside, California

**WHAT IS AVAILABLE**

You can review a copy of the Preliminary Environmental Significance Checklist at the following Public Libraries: 10:00 a.m.-9:00 p.m. M-W and 10:00 a.m.-6:00 p.m. TH-SAT, 9556 Magnolia Avenue, 3581 7th Street and 4600 La Sierra Avenue in Riverside, or Caltrans Office at 3560 University Avenue, Suite 300, Riverside M-F 7:30 a.m.-4:15 p.m.

**IF YOU CANNOT ATTEND THE MEETING**

If you cannot attend the meeting but have comments or questions regarding the study, please submit your written comments by November 30, 1991 to our engineering or environmental consultant:

**ENGINEERING**

Mel Placilla  
Greiner, Inc.  
Building 200, Suite 253  
5225 Canyon Crest Drive  
Riverside, CA 92507-6323

**ENVIRONMENTAL**

Kathleen Dale  
Albert A. Webb & Associates  
3788 McCray Street  
Riverside, CA 92506

**CONTACT**

For more information concerning this project, please contact Mel Placilla (Engineering) at (714) 788-7746 or Kathleen Dale (Environmental) at (714) 686-1070. For more information on other State transportation projects in District 8, contact Caltrans at 247 West 3rd Street, San Bernardino, CA 92402, (714) 383-4631.



## Mental Health Nurse II

Up to \$18.68 Hourly\*

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San Bernardino County Department of Mental Health is recruiting for mental health nurses who perform professional nursing duties in the nursing care and treatment of mentally and physically ill patients in an in-patient or out-patient unit.

### Requirements:

Must possess a valid nursing registration from the State of California Board of Nurse Examiners. Applications will be accepted from those persons who have completed an accredited nursing program and have applied for registration from the State of California PLUS one year of professional psychiatric nursing experience.

**For more information**, contact Director of Nursing, Department of Mental Health at (714) 387-7184. An original County application must be submitted; no resumes will be accepted. Apply as soon as possible to:

**San Bernardino County Human Resources**  
157 W. Fifth Street  
San Bernardino, CA 92415-0440  
(714) 387-8304

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**(714) 877-3838**

19059 W. Valley Blvd., Suite 202, Bloomington, CA 92316

**EMCON**, a major environmental engineering and waste management firm, has established a new office in the Inland Empire and is seeking the participation of local businesses in a number of upcoming projects. M/WBE (Minority/Women-owned Business Enterprises) are especially encouraged to apply. Expertise is sought in land surveying, groundwater sampling, environmental laboratory services, geotechnical engineering, geology, soils testing, landscape architecture, planning, and civil engineering disciplines. Please address qualifications packages and completed 254/255 forms to the address below as soon as possible:

Marty Czemia, Manager, Inland Empire Branch  
**EMCON Southwest**

1430 E. Cooley Drive, #130, Colton, CA 92324  
714-824-9855  
EEO Employer

## ASSESSOR'S FIELD VERIFIER

\$8.14 per hour

The San Bernardino County Office of Assessor is recruiting for extra help employees to verify business locations. The position requires one year of clerical experience. Openings exists in San Bernardino, Fontana, Ontario and Victorville. Candidates must be available to work full-time from December 2 through January 17. Applicants must have a valid California Driver's License at the time of appointment and will be required to provide their own transportation including proof of insurance. Employees will be reimbursed for mileage. **Apply by November 15, 1991.** For further information and applications, contact:

**San Bernardino County Human Resources**  
157 W. Fifth Street  
San Bernardino, CA 92415-0440  
(714) 387-8304  
EOE m/f/h

## OPPORTUNITY FOR MINORITY AND WOMEN-OWNED BUSINESS

ADF is assisting a Civil and Environmental Engineering Firm in its "Good Faith Effort", to obtain sub-contract assignment services of a MBE/WBE laboratory for organic and inorganic chemical analysis for ground water samples. Laboratory must be fully licensed by the California Department of Health Services for drinking water and hazardous waste water analysis. Must incorporate strict QA/QC practices, and reporting procedures in work product.

**Response Deadline Before November 21, 1991**  
Please contact Mr. Doug Banks at (714) 335-3067  
between the hours of 9am - 2 pm.

## One Year Anniversary SDB Balloons-N-Gifts

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## Advertise with Inland Empire Hispanic News

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### Letter to the Editor "Cal State, S.B. Defended"

November 1, 1991

Graciano Gomez, Publisher  
Hispanic News  
1558-D North Waterman  
San Bernardino, CA 92404

Dear Mr. Gomez:

I read with interest the article titled "Hispanic Coalition gives 'Failing Grades' to University of California and California State University" which appeared in the *Hispanic News* dated October 2, 1991.

Personally, I won't give failing grades to the University of California and the California State University for having Hispanics as "the most severely under-represented and under-utilized group in the University of California. I give failing grades to those Hispanics who don't work hard enough to get a college education to reach those positions necessary to be represented at the college level.

Enclosed is a copy of an article that appeared in *The Sun* on October 11, 1991 titled "More People See College as Vital to Career". This article is based on a survey (of 73% of adults) by the Council for Advancement and Support of Education. Please note the underlined paragraph that states that Latinos, among ethnic groups, place the lowest value on a college degree.

In my opinion, the article that appeared in *The Sun* has a great degree of truth.

Sincerely,

(Signed)

Ed Arias, BS, CPA

(attending evenings at CSUSB for the MBA)

### Gonzales - From page 1

portunity Manager for the Southern California Rapid Transit Authority until 1986, when he transferred to Cal-Trans, District 8, San Bernardino, performing the duties of quality circle coordinator, public information officer and affirmative action officer.

"I will be reviewing the County's overall affirmative action program and its history in order to become as knowledgeable as possible. I intend to develop a good relationship with department managers, creating a working relationship with a team concept. The review will be to identify areas in the program that are working within the framework of the Board of Supervisors policy and guidelines, in addition to identifying deficiencies, and submitting recommendations for updating the total program. Most importantly, communicate to the employees in order that they become aware that a vehicle exists where problems and grievances can be discussed."

Married to the former Susan Romero, they have sons Anthony 14 and Adam 11. Mr. Gonzales devotes all his off time with his sons, coaching baseball, football, track and basketball.

He is affiliated with the Chicano Correctional Workers Association.

## Mitsubishi Prints Instruction Manuals in Spanish Language

**Did you know that over one-third of all VCR owners do not know how to program their VCR?**

Just think what this figure might be for the Spanish-speaking consumer who cannot read an English owner's manual. Mitsubishi has recognized this problem and, having introduced simplified owner's manuals in English, for the first time is offering manuals in Spanish for all of its audio and video products.

Spanish-speaking customers will now be able to purchase several models of Mitsubishi equipment (including seven color televisions, five big screen sets and two VCRs) with the new Spanish-language owner's manual. "This will allow the Spanish-speaking family to build their home entertainment center with the comfort of knowing that each product they purchase will be accompanied by a Spanish-language owner's manual," says Freeble.

Mitsubishi has a long standing policy of evaluating the effectiveness of all of

its manuals and plans to monitor the testing of its Spanish manuals. In addition, the company's top marketing and communications officials pay frequent visits to retail sales floors, where Spanish is commonly spoken, to remain cognizant of the needs of Spanish-speaking customers.

"Our research has shown us that offering the Hispanic community the flexibility to choose between having access to the information in either Spanish or English is a very effective communication tool," says Anita Kantak, research manager for Mitsubishi's Consumer Electronics Group. "It breaks down the information barriers that can take place when someone is not completely fluent in English."

Mitsubishi maintains a consumer information line which has a bilingual capability to answer questions or comments with respect to Mitsubishi products.



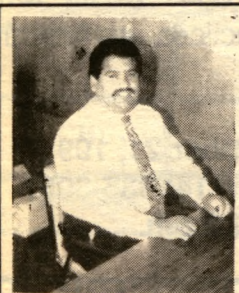
Programming your television is made easy, thanks to Mitsubishi's simplified owner's manuals now available in Spanish. Shown here (right to left) are Mitsubishi Electronics America's Matthew Pugel, Regional Sales Manager; Anita Kantak, Research Specialist introducing the manuals to Coco Pedroza and Guillermo Campos of Central Electric in Los Angeles which serves a large percentage of Hispanic customers.

The Inland Empire Hispanic News welcomes your letters and comments, and will publish them whenever space permits.

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